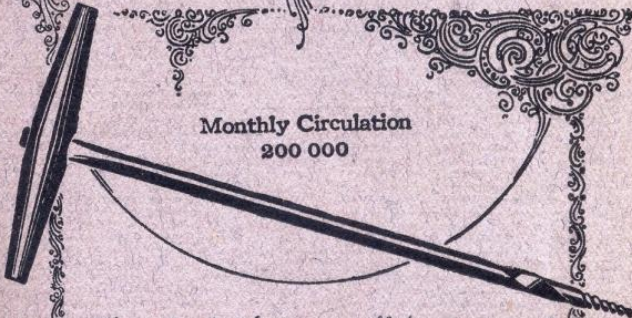


The Gimlet



Monthly Circulation
200 000

The gimlet is a small instrument
with a point

March, 1913

- Damages 25 Cents per annum -
- We need the money - There may be more numbers - That all depends -
- This is real second class stuff that pays first class postage - No post offices entered,

*Recorded thought is our chief heritage from
the past,*

*The most lasting legacy we can leave to
the future.*

*Books are the most enduring monument of
a man's achievement.*

*Only through books can civilization become
cumulative.*

—FREDERICK M. CRUNDEN.

Inscription carved in stone
over the entrance to the new
St. Louis Public Library.

Frederick M. Crunden was
librarian for many years.

M. K.

ELECTRIC AUTOMOBILE LAMPS

Why not Make Your Car Up to Date by Putting on an Electric Lighting Outfit.

HEAD LAMPS



Perfect parabola shape; made of one piece of heavy drawn steel; silver plated reflectors; inside focusing device; 18 CP 6 volt Mazda bulb with Ediswan socket; made to fit round props; outside diameter 11 inches; depth 8 inches.

SIDE LIGHTS

Perfect parabola shape; made of one piece of heavy drawn brass; silver plated reflectors; focus can be regulated to suit the requirements of the user. 6 CP 6 volt Mazda bulb with Ediswan socket; made to fit either round or flat brackets; outside diameter $6\frac{1}{4}$ inches; depth $4\frac{1}{2}$ inches.



TAIL LAMP

Water and dust-tight, pressed from one piece of solid metal; has 3-inch red lens in rear and $\frac{3}{4} \times 1\frac{1}{4}$ inch white side lens. The Ediswan socket screws in from the bottom. 2 CP 6 volt Mazda bulb. Made to be used on either flat or round brackets.

COME IN AND TALK AUTOMOBILE WITH US.

AS I HAVE REMARKED BEFORE.

the world do move. Progress is the order of the day. Improvements are taking place everywhere. In the automobile line we at first had common oil lamps; then acetylene lamps; next gas lamps. Now nearly all up-to-date automobiles are equipped with electric lamps that are worked from the driver's seat. In the case of the old-fashioned cars a man had to crank his machine, but now with a self-starter he just turns on the switch, starts the self-starter, and away he goes without any trouble or inconvenience.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

THE COCHRAN PIPE WRENCH

The Cochran Wrench is the most economical and efficient wrench made.

It combines the good points of other pipe wrenches, and in addition has many patented improvements, the most important being a rocker bearing by which is achieved a grip and release that replaces the shearing strain of the old makes by one of compression. The strain comes against the strongest part of a Cochran Wrench, while on others it comes against the weakest point.

If you ever try a Cochran Pipe Wrench you will never use any other kind.

Made in all sizes from 6 to 36 inches, and from 90c up.

When you buy a Pipe Wrench you want one that will grip a pipe with vice-like tenacity, that will not slip, and one that will not break or spring when you put your utmost power behind it. Then it must also release the pipe without loss of time.

Such a Wrench is the COCHRAN



WAY DOWN DEEP

in a wet mine, dressed in oilskins, I have watched the miners at work with pipe wrenches. Water dripped from the low ceiling. The walls of the mine glistened in the rays of our miners' lamps. A little river ran at our feet. All the time the pumps kept chugging. Meanwhile, the strong, careless miners worked with pipe wrenches in all the wet and drip, and all this 500 feet under the ground, eight hours a day. Let me work and die out in the fresh air.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

ROME NICKEL PLATED TEA AND COFFEE POTS



No. 1152

They are made of heavy copper, finely polished. The inside is silver lined, the bottom is double seamed, the top and spouts are reinforced to give stability and long life, the black enameled handle is riveted to body so it cannot become loose or break off.

The Genuine Rome Pot has the Rome Trade Mark Stamped on the Bottom. Always Look for this Trade Mark.

Rome Pots from \$1.00 to \$2.50 according to size.



No. 1102

The illustrations herewith show the old stand-bys in the Rome Line. These Tea and Coffee Pots will be found in every up-to-date hardware house. Because of their symmetry of design and substantial build, they have made a home for themselves among the American housewives.

WHEN I THINK OF ROME

I am reminded of Italy, and when I think of Italy I wonder what has happened to the war between Italy and Turkey. The finish of the Italian war seems to have been swallowed up in the Balkan fight. Poor old Turkey! When she was down the whole bunch jumped on her. Nations are no different from wolves. The pack may run together, but when one wolf is wounded, the others all spring upon it and tear it to pieces. Say, brother, in the struggle of life be sure to keep on your feet. Don't count on outside help.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



DIAMOND EDGE

KITCHEN KNIVES

Blades Forged from Firth's Highest Grade Pocket Cutlery Steel; hardened and tempered as carefully as our well-known pocket knives; they recommend themselves at once as perfect kitchen knives that will cut, and while adapted for paring, will also carry a keen edge for cutting meats as well as vegetables; particularly recommended for restaurants, hotels, and cafes as well as for home use; these knives have the quality and temper for shoe and harness maker's use, and in fact for any purpose demanded of a good pocket knife.

Half Crocus polished and etched blades; sanitary bright steel cap bolsters; solid hardwood handles with four flat sides so they will not roll off the table; Handles Covered with Black Rubberoid Waterproof Composition.

THESE ARE ABSOLUTELY THE
BEST KITCHEN KNIVES MADE

35 Cents Each

We can furnish Kitchen Knives from 5c up

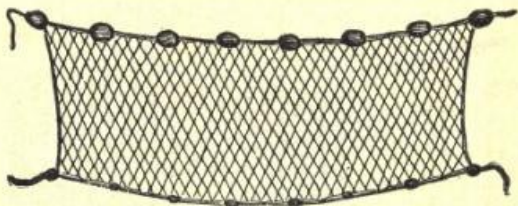


A THING OF BEAUTY

is a joy forever. But when a thing of beauty is also a thing of utility then the joy is doubly distilled. These kitchen knives are beautifully made, they please the eye; but more than that they are made for actual use. This was one of our own original developments. We were the first house to bring out a high grade, hand forged, crocus finish kitchen knife. Of course, other houses have imitated us, but the imitations are not in the same class with the original.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"



DIAMOND BRAND SEINES, HOOP NETS, TRAMMEL NETS, ETC.

On account of the many cheap and carelessly made seines and nets on the market which are a source of continual annoyance to the user, we have decided to market in the future only one grade, "The Diamond Brand," which denotes the highest standard of quality and workmanship. All goods bearing this brand we will guarantee to be perfect in material, hanging and the best that can be produced.

DIAMOND BRAND SEINES Made Extra Full and Well Hung

All made of best soft white cotton twine; complete with wood floats and lead sinkers, tarred float and sinker lines $\frac{1}{4}$ inch Manila hemp, doubled, with reverse twist to prevent kinking. Lines extend about 18 inches beyond ends of seine.

DIAMOND BRAND TRAMMEL NETS

The special feature of the Diamond Brand of nets is the large amount of inside netting used. It is easy to cut down the cost of a net by cutting down the amount of inside web. But the more inside web the easier the pocket will form and consequently the greater the catch of fish.

We Want Your Net and Seine Business

HERE IS A TROUBLE LINE RIGHT.

In the fishing season there is always more trouble about seines and nets than about anything else in the hardware business. People never seem to order seines until the last moment, and then they call for them made up in a special manner. Both buyers and sellers appear to forget that special seines have to be made to order, and that this takes a little time. The wise merchant carries a few staple sizes of seines and nets in stock, so that he will be ready for the demand when it comes. Don't wait until the last moment, and then kick all the boards out of the stall because there is a little delay in filling the order.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

**No. D7—Norleigh
Diamond Sewing
Machine**

\$35.00

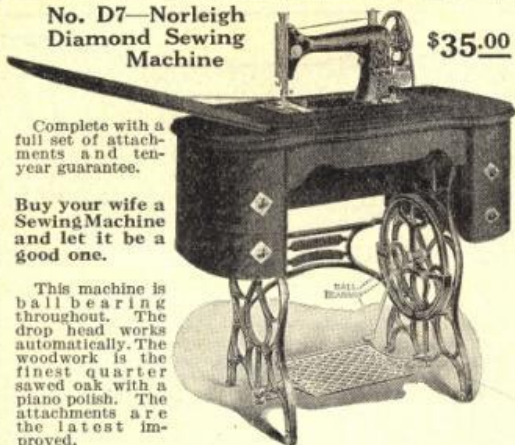
Complete with a full set of attachments and ten-year guarantee.

Buy your wife a Sewing Machine and let it be a good one.

This machine is ball bearing throughout. The drop head works automatically. The woodwork is the finest quarter sawed oak with a piano polish. The attachments are the latest improved.

This is a fine looking, substantially made machine. It has no superior in sewing efficiency, lasting qualities or ease of operation.

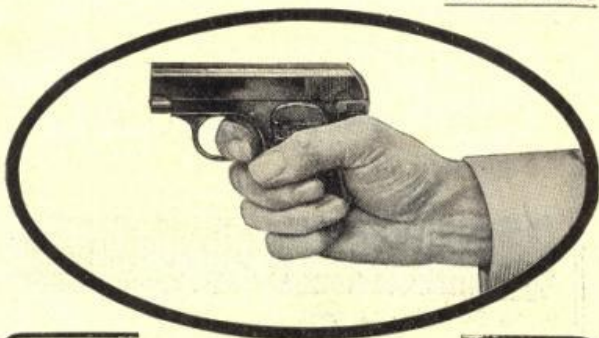
Come in and see it



THE AMERICANS HAVE BEEN THE GREATEST PEOPLE

in the world for inventing and perfecting labor-saving devices. To our credit stand, among other things, the sewing machine, the telegraph, the telephone, the graphophone, the moving picture machine, the air brake, the aeroplane, and a thousand other inventions which have led to a reduction in labor, an increase in man's speed in locomotion, and greater enjoyment of life. I really wonder how people used to live in the old days without our modern improvements. Have you ever thought what it would mean to drop back into those times?
M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"



COLT AUTOMATIC PISTOLS

Compel a firm grip and a true aim. They are the most deadly and accurate arms in existence. For either home protection or pocket use they have no equals. The small 25 Caliber Colt makes an ideal pocket pistol. It is absolutely safe. You can shoot it as fast as you can pull the trigger and every shot carries a death dealing force.

No. 2252AA—25 caliber; blued finish; rubber handles...\$15.00

No. 2252AP—25 caliber; blued finish; pearl handles...\$17.50

Also made full nickel plated at same prices. Colt Automatic Pistols are made in 25, 32, 380, 38 and 45 calibers. The 45 caliber has been adopted by the United States Army.

JUDGING FROM THE INQUIRIES

being conducted in the department stores of Chicago and elsewhere on the subject of a minimum living wage scale, I suggest that each young lady employe be supplied with a Colt's automatic pistol. These pistols might be suspended on chains around the neck, and be ornamental as well as useful. Now some political newspaper correspondent will take this suggestion and write it up seriously, with appropriate lurid headlines. In my humble opinion, our daily papers are the things that need regulating more than anything else in this country.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

LONGWEAR SASH CORD



When you hang your windows you should give just as much consideration to the kind of cord you are going to use as you do when you go to select a drill rope.

The ease with which your windows raise and lower depends largely on the smoothness and hardness of the sash cord you use. If you want satisfaction in this regard buy

LONGWEAR SASH CORD

and you will get what you desire. It is made of selected white cotton of extra quality; is braided hard and thoroughly stretched. Is made especially for long service and to please the most critical. Costs no more than inferior brands.

Every Hank Carries the Label LONGWEAR

SURE YOU HAVE

pulled and pulled at a sash, and then suddenly heard something break, with the rattle of the sash weight as it fell to the bottom of the socket at the end of a broken cord. Nice job to fix it, too. Almost necessary to take down the whole side of the house to find the weight. Then when you note the poor quality of the sash cord you cuss the conscienceless contractor, who, in order to save a few cents, has put you to all this expense and trouble. There is no economy in poor goods. For my part I would rather have fewer but better things. This is a good rule to follow.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

DIAMOND EDGE SHOVELS

Are made of the best grade high carbon steel correctly shaped and tempered for rough work in gravel and rocks. The heavy socket strap and perfectly welded joints make them exceeding strong. The handle is made of the finest selected seasoned ash, close grained, smoothly finished and carefully fitted.

**WE HAVE A BIG
STOCK OF
GARDEN
TOOLS**



We have supplied for years the Diamond Edge Shovel to some of the largest railroad and other contractors in the United States. They never fail to give complete satisfaction because they will outlast any other socket strap shovel made.

We can furnish you Shovels ranging in price from 50c to \$2.00.

WHENEVER I SEE A SHOVEL

it reminds me of a day long ago when a train slowed up just outside the limits of Glenwood Springs, Col. Poking my head out of the window I saw a great sturdy Irish section hand leaning on his shovel. He was a picture of robust, strong manhood. His flannel shirt was open at the neck and displayed a chest of which Hercules might have been proud. Just to start a conversation, I inquired, "Pat, is the work hard?" "No sor," came the ready answer. "The work is aisy enough, but I don't like the damned regularity of it." That was years and years ago, but how often, when the regularity of my work has become tiresome, have I thought of that brawny Irishman.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



DIAMOND EDGE **POST HOLE DIGGERS**

Highest grade crucible steel blades; have the stiffest blades, sharpest cutting edges and are the most durable diggers made. The handles pull against the iron sockets and put no strain on the bolts, thus overcoming the weak spot possessed by many diggers.

Handles graduated to 2, 3 and 4 feet, which enables operator to determine depth of hole.

Half polished blades, 10 inches deep, $5\frac{1}{4}$ inches wide, riveted to heavy malleable iron black painted frame, with handle socket $4\frac{1}{4}$ inches long; varnished hickory handles $1\frac{3}{8}$ inches square at bottom, round at top, length over all 4 feet $10\frac{1}{2}$ inches; will dig hole 7 inches in diameter and larger.

This is a strong, substantial digger that will outlast and prove more satisfactory than any other similar style digger made.

\$2.00

We can also furnish cheaper diggers if wanted.

FOR MY PART

I would certainly rather dig post holes than keep books. From the train windows I see the farmers and railroad men whistling and singing as they build fences. It is great to be out of doors in the fresh air and sunshine, to listen to the birds sing, and to feel the cooling breezes on one's brow. At other times from the street cars, through the windows of business houses, I see the bookkeepers at work on their ledgers. My heart always goes out to these night workers. The bookkeeper never complains, but it seems to me that in the grand scheme of things he has missed out in getting his. M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

RUGBY TREAD FILLER



For Repairing Cuts in Automobile, Motorcycle and Bicycle Casings.

Rugby Tread Filler is a self-vulcanizing rubber compound, to be used to fill cuts in casings. Any ordinary cut or tear can be repaired in a short time. To repair, first clean out the cut with gasoline so no sand or dirt remains, then apply rubber cement in and around the hole, and let dry for fifteen minutes. Then work into the cut enough Tread Filler to fill the hole. If cut is a large one let stand over night before using. The Tread

Filler becomes hard after being exposed to the air for a short time. It will save you having your casing vulcanized unless the cut runs entirely through.

No. TF—2-oz. cans..... 50 cents

TREAD FILLER OUTFITS

An outfit consists of one two-ounce can of Tread Filler, one two-ounce can of rubber cement, and a small piece of emery cloth, all packed in a screw-top container suitable for carrying in the tool box.

No. TF0—\$1.00

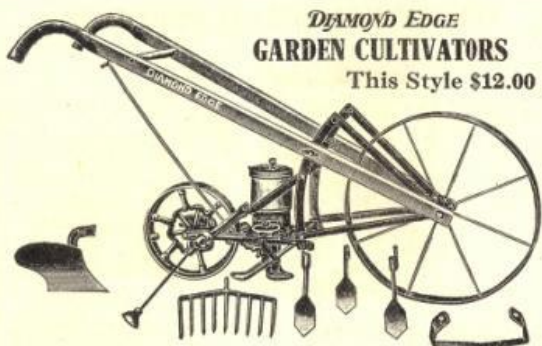
A STITCH IN TIME SAVES NINE.

In this passing existence of ours there is nothing like being prepared for eventualities. Things always have happened. Things always will happen. The most unexpected things happen at the most unexpected times. The wise man is he who is prepared for the unexpected. All this flow of language is with the object of conveying the idea that if you have on board a supply of Rugby Tread Filler when you have a puncture, by following directions, you can quickly overcome the difficulty and be on your way again. Therefore, m'adoree, don't forget Tread Filler outfits. No tool box is complete without one of these outfits. Follow my advice, and when you have a puncture you will rise up from your work and call me blessed.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



DIAMOND EDGE **GARDEN CULTIVATORS**

This Style \$12.00

This Cultivator is a new tool that has more good features than are to the advantage of the gardener and farmer than any tool ever made for the purpose. It has 24 inch high wheel and 1½ inch broad tire, it runs easy and uniform in depth. 4½ feet bent handles that can be adjusted to any height person are attached direct to axle. The frame is light, simple and strong. It is made entirely of steel and malleable iron and will not break or get out of shape. It has three large reversible bull tongue blades that can be quickly removed when other attachments or drill is to be used.

PLOW is large, has good land side and will plow easily and perfectly furrow for planting, hill plants and cover large seed.

RAKE will fit plowed ground for planting, break surface crust and destroy small weeds.

HOE takes the place of a hand hoe and is a perfect tool for cultivating onions and other small garden crops.

This Garden Cultivator will plow the ground, prepare for seed and take care of the crop from the time it is planted until it is ready to harvest, and do it better with less labor than any other garden tool made.

We can furnish Garden Cultivators from \$3.00 up

JUDGING FROM THE RUN OF THESE ADS

Spring must be here. Everywhere one gets the odor of freshly turned earth. The earth is having another resurrection. When I was in England, I asked a certain Englishman why they always built stone walls around their houses. I told him that in the land of the free we had no walls. "My word!" answered he. "You know we English, when we buy a bit of ground, first lay out our garden, then we build our house, and then, just to finish it off elegantly, we build a stone wall all around the house and garden. We believe in privacy, don't you know. When we sit in our garden we don't like the whole blooming neighborhood to keep tab on us." M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

JERSEY ICE CREAM FREEZERS



The Can and Dasher revolve in opposite directions; Automatic Twin Scrapers. The revolving dasher forces the cream from the center to the sides of the can, where, as it freezes, it is removed by the scrapers. Extra heavy, XXXX Tin Can, with **Drawn Steel Bottom**. They will not leak, and the bottom will not break or fall out of the body of can; not liable to injury, as are tin plate or cast iron bottoms.

The top of can is strongly wired and turned over, while the lower part is made to fit over and under the Drawn Steel Bottom by machinery. The cans are the strongest made, and are not liable to collapse or be crushed out of shape.

The Gears are Completely Covered so that neither ice nor salt can get in cogs, nor the fingers be accidentally caught in them. The **Hinged Cover** can be raised out of the way without removing it from the tub. The **Locking Device** is controlled by a single cam, is simpler and easier to operate than any other, and locks the cover immovably. All inside parts coming in contact with the cream are heavily **tinned**; all outside parts are smoothly and heavily **galvanized**. The ice space is arranged to use the least possible amount of ice to freeze in the least possible time. Selected white pine tubs, with electrically welded galvanized steel wire hoops, which will not fall off nor break.

Made in All Sizes from 1 to 32 Quarts

\$2.25 up

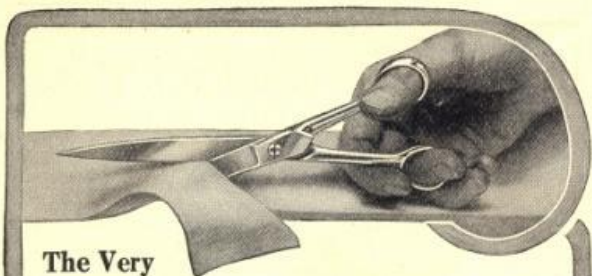
ANOTHER SIGN OF SPRING.

Ice cream freezers. Picnics. Chiggers. Lemonade. Your best girl. Walks along the river. Perspiration and affection. The pangs of jealousy. Her first kiss. Oh joy! On many a picnic young people have gone through all the emotions of a grand opera. To be young, and then to have spring! Say, Jemima, pass me some ice cream—the subject is too strong for me.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



The Very

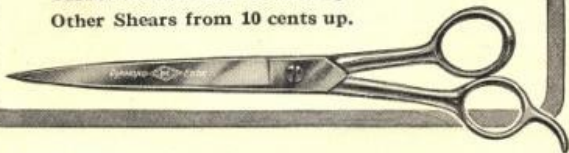
**Finest Shear for General Home Use is a
DIAMOND EDGE Barber Shear**

THEY are light, have a long leverage, never tire the hand, and cut cloth as true as a die. Barber shears must be of exceptional quality and must cut perfectly from heel to toe, therefore when using these shears for home use you have the most perfect and easy cutting shears made. If once tried out they will never be discarded for the old style shear. It is true they cost a little more, but then you get it back in comfort and utility.

Every Diamond Edge Shear is Fully Warranted.

Barber Shears from 75 cents up.

Other Shears from 10 cents up.



DO YOU KNOW

that the Americans now control the shear business in this country? Once upon a time all our scissors and shears were imported from foreign countries, but the American shear has now driven out all the foreign makes. This is not true of scissors; we are still importing scissors. Our labor seems to be too high priced to make scissors on a profitable basis in the United States. But after awhile we will make scissors, too. American made barbers' shears are very handy to have around in the family. If you ever try a pair of barbers' shears they will become an article of household utility. Look into it.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

DIAMOND EDGE STEEL HANDLE WRENCH



Has forged steel head and bar; extra heavy semi-steel hardened jaw; semi-steel handles riveted to bar; handle scored to insure a secure grip; oil finish; made for use in extra severe service and in exposed places, where heat or dampness would injure a wood handle. 12-inch and larger have Ball Bearing Adjusting Screws. Made in all Sizes from 6 to 21 inches.

This is a new style Agricultural Wrench. It gets entirely away from the old-fashioned wood handle construction—it is stronger; will last longer and will stand more hard usage than the wood handle pattern. The Heavy Steel Handle will be found a great convenience when working around machinery.

Prices from 50c up.

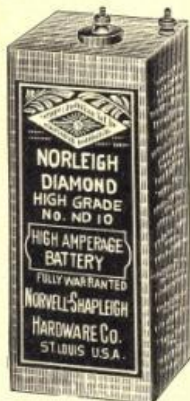
SOME TOOLS,

like some men, come into this world for hard knocks. No tool receives the hard usage of a wrench. It is not only used as a twister and a puller and a pusher, but on occasions it develops into a hammer. No one ever takes care of a wrench. After all the hard work it does, it is thrown aside. This little essay on wrenches is to enter a protest against the manner in which wrenches are used. I guess I will have to have some laws passed on the subject. All of our troubles these days seem to be cured by passing laws. M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

Norleigh Diamond Dry Batteries

The Finest Dry Cell Made



The large amount of moisture used in these cells insures extremely long life and permits freest action of the depolarizer. It gives them great recuperating power and enables them to retain working energy for a long time.

The large one-inch round carbons, the strongest used, permit a better contact. They offer the least resistance to the flow of current. Their rugged construction prevents breaking in shipping and handling.

The zinc used in the construction of Norleigh Diamond dry cells is No. 10 gauge. There is no possibility of leakage. No deterioration by perforation of the can. Cans are lacquered which fills all defects in soldering, preventing drying out of ingredients.

The zinc lugs are securely attached and put on to stay. They will not tear off or come loose.

The high quality of materials and perfect balance of ingredients insure highest amperage and voltage obtainable with minimum deterioration.

The material that is used in the construction of Norleigh Diamond dry cells is the very best that can be made. All the carbon is made in plant which have spent ten years in close connection with dry battery work.

Save You Trouble and Money

ELECTRICITY IS A FORCE

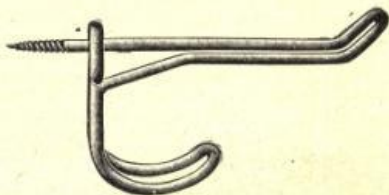
about which we know practically nothing. We are aware of its effects, we feel its influence, we use its power, and still we cannot see it nor do we know what it is. As an electrician would say, it is simply the "juice." In these dry batteries we have scientifically stored up electric juice. Where it comes from we do not know. Where it goes we do not know. All we know is that in these batteries the juice is there and it is ready to serve.

It is a strange thing, isn't it, that some of the greatest forces of nature are those that we cannot see. This is also true of the spiritual world. Some of the things we feel most have neither sound, weight nor body. They cannot be heard nor can they be grasped, but still we are influenced by them.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

Rustless COAT AND HAT HOOKS



Do you know that we can furnish you Rustless Coat and Hat Hooks about as cheap as the old-fashioned copper plated or black japanned hooks?

People who can afford it always buy bronze hooks because they will not rust; but bronze hooks are beyond the pocket-books of the most of us. This new Rustless Hook, therefore, solves the problem of a good-looking clothes rack at a low cost.

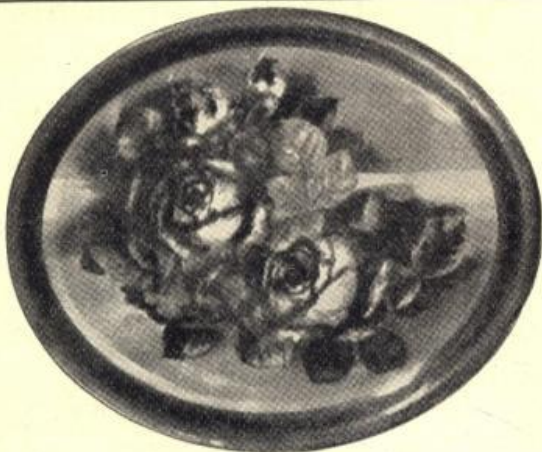
20 Cents a Dozen

DID YOU EVER

hang up your coat on a rusty hook? Then you remember what the rust did to the collar. Japan is just a little composition, baked on plain wire. When the Japan scales off and the wire is exposed, of course, the hook rusts. Then that is the end of the hook. Take my advice and buy and sell rustless hooks. They will last five times as long as the japanned, and they do not cost any more. Pass the plug.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"



LITHOGRAPHED TEA TRAYS

Why use the old style black enameled Tea Trays when you can get a beautifully lithographed Tray at about the same price? These Trays come in assorted designs. The pictures are real works of art, and when not in use can be used for decorative purposes. We can furnish either the oval pattern, as shown above, or the round ones. These Trays have become a fad in the most exclusive circles and to be up-to-date you will need a few of these Trays.

50 Cents Each

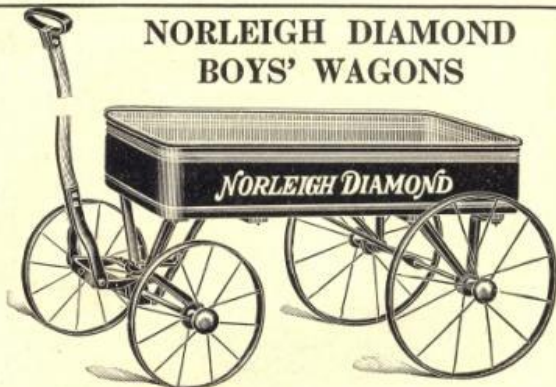
I AM STUDYING ART.

I have been wrestling with some of the modern art movements. There is a "Futurist" and a "Cubist." I am told that the period when all the attention was given to technique is passing away. Art is becoming stronger. It is again telling a story. Colors are more vivid. The love of beauty springs eternal in the human breast. To use an artistic tea tray unconsciously educates the artistic instinct.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

NORLEIGH DIAMOND BOYS' WAGONS



The Norleigh Diamond Boys' Wagon is better ironed, better finished and much stronger than any other wagon on the market. Just compare our gear with any other and verify this statement. Where other front gears are riveted once or twice, the Norleigh Diamond is riveted, welded and reinforced at nine different places. Note the practical and powerful fifth wheel and gear. Note that the tongue is ironed—this obviates all tongue trouble—tongue remains where you leave it—does not fall to the ground. Examine the New Idea steel hand loop, which is the best and most practical ever used.

The Norleigh Diamond gear and heavy iron work, together with the New Idea large barrel, anti-friction outer bearing hubs and extraordinary heavy spokes and wide tires, enables the Norleigh Diamond to withstand heavy loads and rough usage where other wagons break down.

Body—24-gauge steel (others made of 29-gauge). Double beaded or swedged. Top edge reinforced with heavy steel wire; bed substantially fastened to gear by eight steel, copper plated bolts and nuts, with washers under heads to keep them from pulling through.

Gear—Extra heavy 10-gauge channel steel (others made from 14-gauge, which is much lighter), enameled to match wheels; V-shaped channel steel braces; improved style reinforcing brace on rear axles, extra large and strong fifth-wheel braces.

SOME ONE WROTE THIS—

"If a man can write a better book, preach a better sermon, or make a better mousetrap than his neighbor, though he build his house in the woods, the world will make a beaten path to his door." It is supposed that Emerson wrote these lines. Fra Elbertus admits that he may have written them, but he does not remember. The plain truth is that I wrote them one time when dictating an essay on Norleigh Diamond boys' wagons—at least I think I did, because since we got out the best boys' wagon in the world, people have worn a path from my shipping platform carrying them away.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

GENUINE ALLWIN COLLAPSIBLE GO-CART



This is an Extra Fine Cart
Easy to Fold or Open.

Is constructed with the celebrated Allwin gear and opens or closes with one motion.

The frame is constructed of one continuous piece of $\frac{5}{8}$ -inch seamless tubing and the gearing is electric welded instead of being riveted.

The $\frac{5}{8}$ -inch continuous tubular pusher is heavily nickeled and polished.

Double wheel forks and braces.

Easy-riding S-shaped seat springs.

The collapsing locking device is released in the rear by a slight pressure of the foot.

Adjustable reclining back and foot rest.

Seat well padded.

Hood adjustable to any position.

Full upholstery in high-grade fabricoid.

Ten-inch tinned wheels with $\frac{1}{2}$ -inch rubber tires.

We have Go-Carts from \$4.00 to \$20.00

Come in and pick out one

THERE ARE CROPS THAT FAIL,

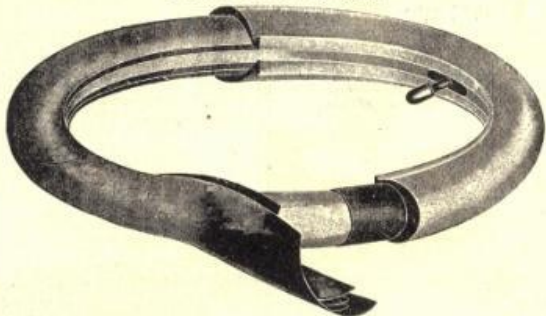
but go-carts supply a demand which comes from a crop that never fails. Still, after all, the statistics show that the number of babies born is directly influenced by the crops. In years of great prosperity there are always more weddings, and of course we all know that babies are simply coupons off the bonds of matrimony. As I am in my weak-minded way trying to make clear in this number of *The Gimlet* that education, starting with the baby, is what makes a good or a bad nation, let us give the babies a good start.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

Norleigh Diamond Reliners

Reliners Go Between the Casing and the Tube of an Auto Tire and Prevent Blowouts and Add Many Miles to the Life of the Tire.



Norleigh Diamond Reliners are made of several plies of Sea Island fabric of the same quality as used in high grade automobile tires. Each ply is vulcanized together in the same manner as a tire, therefore it is nearly impossible to separate one ply from another. This prevents the fabric from loosening up and damaging the inner tube; also makes it possible to remove it from the casing in good condition so it can be used in another. The side that goes next to the casing is covered with rubber cement, so the heat created by the revolution of the tire will vulcanize the reliner to the case. Before putting in the reliner the inside of the case should be thoroughly cleaned with gasoline to remove all dirt and powder. The outside of the reliner should also be thoroughly saturated with gasoline to loosen the cement and make it sticky so it will adhere to the casing.

Norleigh Diamond Reliners are cut full width and fit perfectly in the size tire for which they are intended. They are the strongest and most satisfactory reliners we can obtain, and by their use tire expense can be greatly reduced.

IF YOU ARE NOT SELLING

automobile supplies you are missing a great business opportunity. If you are "considering" the matter, just drop us a line and we will tell you what the best sellers and most staple items are. It would of course be dangerous for a small dealer to jump into the automobile supply business on a large scale, but suppose you write us and find out just what a small assortment would cost. We will be glad to give you all the facts. Then if the chance seems to be a good one, try a little line at first, adding to the line as your business on it increases. Wouldn't it be a good idea to walk around town some day and size up the automobile business? Just see what there is in it in your town. See if a fair stock is not needed. I am a great believer in developing things from small beginnings.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

DIAMOND EDGE ADJUSTABLE HACK SAW FRAMES



The frame of these saws is positive locking; absolutely no chance of loosening while in use. Easily and quickly released when desired. Extra stiff **Nickel Plated** steel frame, 3-16x $\frac{3}{8}$ in.; **Varnished Applewood Handle** fastened with nickel plated saw screws; depth from inside of back to cutting edge 3 $\frac{1}{2}$ inches.

HEAVY, RIGID AND STRONG—THE FLOATING RIVET Makes Adjustment Quick and Easy

The handle end of frame engages with the floating rivet by means of notches on the under side.

When the blade is tightened up the floating rivet slides up the inclined plane formed by the angular slot in the tube. The handle end thus has a bearing throughout its entire length against the tube forming the back, making it extra strong and rigid and prevents buckling.

This construction is not to be found in any other frame on the market and will appeal to the mechanic as one of the most practical improvements made in the construction of Hack Saw Frames.

No. DE77.....\$2.00

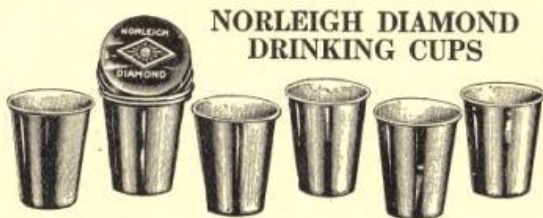
This is the Newest and Finest Hack Saw Made.

DID YOU EVER, LATE AT NIGHT,

while you were waiting for your street car, watch the railroad workmen sawing steel rails with hack saws by the light of a flaring torch? Usually there are two men on the job. What strong, powerful men they are! How the little hack saw seems to cut into the hard steel! How the workmen stop now and then to pour in the oil! A little oil surely does help even on the hardest job. The trouble with some men is that in their businesses they use hack saws without oil. You catch the point, brother.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"



Made of Aluminum—Six cups nest in one cup.

These cups are especially adapted for outing parties, picnics, automobile tours, etc. They are absolutely sanitary, having smooth, polished surfaces on which no germs can find a resting place. Extremely light weight and at the same time very strong and practically indestructible, owing to the heavy beaded rim.

No. 990—Six Cups; light weight drawn aluminum; polished outside surfaces, inside dull finish; heavy beaded reinforced rims; size of cups 3 inches high, $2\frac{1}{2}$ inches diameter at top, $1\frac{1}{2}$ inches diameter at bottom; height when telescoped and with cover on, $3\frac{3}{4}$ inches.

WE ARE ALL ON A STRIKE

against the microbe. The poor microbes. They are now having a hard time in getting from one person to another. The old drinking cup was a fine thing for travelling microbes, but in these days when every individual has his own cup, the laugh is on the microbe. Of course, people are still osculating. This is a very dangerous practice. When you call on your best girl you should carry with you a sheet of aseptic osculation paper, and then when you decide the time to osculate has arrived you should hold the paper carefully between her mouth and yours. By doing this you can osculate without giving joy to the heart of the microbe. All young people who attend church sociables, please note.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

Dri-Bone Tents, Wagon Covers and Paulins



These goods may be subjected to the most severe water test and will be found to thoroughly protect anything they are intended to cover. There is nothing better on the market and we recommend Dri-Bone to those who want something which we will guarantee to turn water.

Dri-Bone Tents, Paulins and Wagon Covers are made of Special Four-Leaf White Khaki Twill. Nothing better is made for the purpose of turning water. The fabric is then treated by a secret chemical paraffin process rendering it absolutely waterproof. We guarantee all Dri-Bone goods to withstand the hardest downpour.

Made in All Sizes.

IN THE LAST NUMBER

I asked the members of the Gimlet Club to tell me where I could find some good fishing this summer, out of the range of the parcel post. I have received a dozen letters telling of fine fishing places. Some of my unknown friends sent photographs of the streams. I have filed away these names and addresses, and maybe this summer I may turn up at some of these out-of-the-way places with my kit of fishing tackle. I would like to spend just one summer in America.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

STEEL TOOL BOXES

**FOR
AUTOMOBILES**



Made of the highest grade sheet steel; finished in black enamel, baked on; covers pressed into shape, with round corners annealed to prevent splitting; sides and ends are one piece with bead at top and bottom to give additional strength; all joints electrically welded; lock is of a new design and very substantial. These are the best known and most substantial line of metal boxes on the market.

No. 12SMB—12x8x8 inches

No. 16SMB—16x8x8 inches

No. 18SMB—18x8x8 inches

No. 20SMB—20x8x8 inches

No. 2410MB—24x10x8 inches

**We Can Furnish You Anything You Need in the
Automobile Line at Rock Bottom Prices.**

LET US SHOW YOU

HERE IT IS AT LAST!

I have often wondered why some one did not invent a steel automobile tool box. If I had not been so busy hauling hardware, I would have invented it myself. Almost everything these days is being made of steel—steel and concrete. Soon we will have a fireproof world. We now have steel trains—everything steel from the cowcatcher to the rear platform. I expect in the not distant future to see all steel automobiles, with not a piece of wood about them. Then when we go joy riding we may turn turtle, but at least we will not burn up, because I am now working on a new patent non-combustible gasoline.

M. K.

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The Gimlet

DIAMOND EDGE STEEL TAPE MEASURES

This is a
Self-Computing
and
Quick Reading Tape



Consists of repeating the foot mark, in easily read figures at each inch; doing away with referring back to the last registered foot and the delay and liability of error that entails.

All DIAMOND EDGE Steel Tape Lines have long folding flush winders with new improved knock-out handle or crank.

With a slight pressure sideways on the small button on the top of the drum or reel, the crank or winding handle is raised or thrown into position for winding in the tape.

STEEL CASE

Nickel plated, highly polished improved steel case. The edge of this case has a beaded or milled center which is an entirely new feature, giving it a better grip, neater appearance, more strength, and is **rust-proof**. Case is thin model, strong and well finished. Extra fine steel flexible tape and etched markings.

LEATHER CASE

Extra fine; well finished, hard leather case, **rust-proof** metal lined; nickel plated trimmings; flat bushings which renders this tape most convenient to carry in the pocket. Extra fine steel flexible tape, etched markings.

We can furnish Tape Measures from 10 cents to \$5.00.

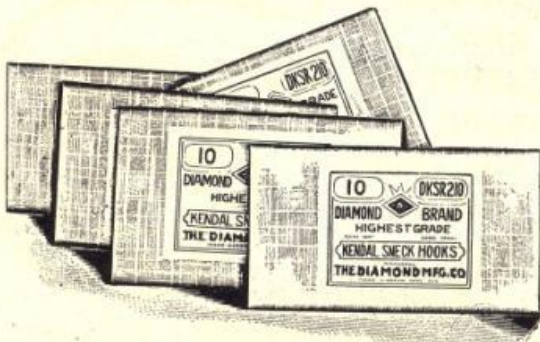
SOME DAY IT WILL COME TO PASS

when all nations will not only speak the same language, but will also use the same system of measurements. One great trouble in foreign commerce is the fact that we have different systems of measuring distances, also for weights and measures. In the course of time all these differences between the nations will pass away. The language of the strongest and most virile nation will ultimately prevail. The nations will adopt an international system of weights and measures. You and I will not be here to see it, but it will come without our help.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

DIAMOND BRAND FISH HOOKS



Here is a New Way of Packing Fish Hooks

We pack ten best quality Diamond Brand Hollow Point Fish Hooks in a neat packet. These packets look something like a needle package. By giving them to you this way you have a neat receptacle in which to carry them. When ready to use open packet, take out a hook, then close it up and the hooks not in use will be kept in good condition, no danger of loss or of their becoming entangled with your clothes.

Price 10 Cents per Packet of 10 Hooks

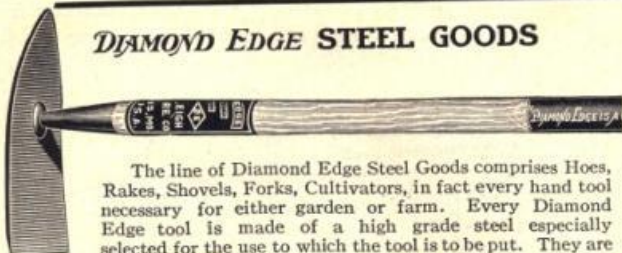
**We Carry a Full Line of Fishing Tackle and Want
Your Business.**

ANOTHER SIGN OF SPRING.

Fish hooks. Delightful thought! What suggestions and memories! Clear running streams. Babbling brooks. The "strike" of the bass. The flashing sides of the brook trout in the sunlight. The splash of the waters. The struggle. And then the piscatorial beauty lying panting on the grassy bank. Cruel? Of course. But after all we are only barbarians. M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

DIAMOND EDGE STEEL GOODS



The line of Diamond Edge Steel Goods comprises Hoes, Rakes, Shovels, Forks, Cultivators, in fact every hand tool necessary for either garden or farm. Every Diamond Edge tool is made of a high grade steel especially selected for the use to which the tool is to be put. They are carefully tested and selected as to hang, balance and set; all handles are made of selected second growth ash, which is polished and waxed to give it a smooth surface.



DIAMOND EDGE HOES

Blade made of **two pieces of steel**, welded together and rolled very thin; one piece of mild steel, the other superior edge steel, thus insuring a sharp cutting edge; as the mild steel wears away it leaves the hard steel, which presents a sharp edge. All Diamond Edge tools can be identified by the diamond shaped label. Every tool bearing this brand is the best of its kind and is fully warranted.

WHO WAS THE GREEK HERO

who always gained strength when his feet touched the earth? I remember reading that he was only conquered when his opponent observed this fact and lifted him off the earth and then threw him to the ground. There is a whole lot of truth in this fable. Go out in your garden and dig, and you will find that your strength will come back to you.

M. K.

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The Gimlet



NAME REG. U. S. PAT. OFFICE

A MONTHLY MAGAZINE DEDICATED TO CLOSER RELATIONS BETWEEN THE RETAIL HARDWARE MERCHANT AND HIS CUSTOMERS.

Vol. VI

MARCH, 1913

No. 2

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MIKE KINNEY, Teamster and Editor
c/o NORVELL-SHAPLEIGH HARDWARE CO.
ST. LOUIS, U. S. A.

Subscription Price — — — — 25 Cents per Annum

LET US BE THANKFUL

AN ESSAY

By MIKE KINNEY, Teamster and Editor

AS I sit on my shipping platform these bright sunshiny days and help my teamsters loading their wagons, I am thankful that my political career was not set in Mexico instead of in the United States. I have just been defeated for the nomination for the mayoralty of the good old town of St. Louis. Out of 46,000 votes, I lost by 1,182. If 600 men who voted one way had just voted the other, the result would have been different. I have congratulated my rival, and I congratulate my fellow citizens. Last, but not

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least, I congratulate myself. In these days of turmoil and unrest, it is no easy job to be the Mayor of the fourth city in population and in wealth in the United States. Neither the politicians, his fellow citizens, nor the daily press, make things agreeable for a Mayor in these strenuous days. I have the consolation of knowing that I offered myself as a sacrifice on the altar of my city, *and I have escaped*. My trade mark, when it comes to politics after this, will be the raven—the same bird Edgar Allan Poe wrote about, that could only croak one word—“NEVERMORE.”

This issue of *The Gimlet* is more or less on the subject of Mexico. We have been trying to make *The Gimlet* right up to the minute. Some of the photographs shown have been taken in Mexico within the past thirty days.

Now, I was just thinking, as I smoked my corncob pipe and watched the teamsters loading on their wagons all the spring goods that are advertised in this issue, that if I had been engaged in a little political contest in the City of Mexico, instead of going fishing after my defeat, the chances are I would have been shot down by my opponent on the pretext that I was trying to escape. I am devoutly thankful that I have not, while sitting in an automobile, been pumped full of lead under the pretense that my friends were endeavoring to rescue me. I surely am thankful that the political game in this country is not conducted on the same basis as in our sister Republic of Mexico.

But when a country has for its national sport the degrading and revolting bull fight, what can

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one expect of the people when their passions are stirred by the heat of battle? Poor Maximilian! He was not very anxious to be Emperor of Mexico. He was induced to take the job by Napoleon III. He paid for his mistake with his life. But he was only one of a long line of martyrs in the bloody history of this bloody nation.

When we look at the picture in this issue, showing a human body being burned in the public street, we are filled with horror. Is it possible that such things are being done in this supposed to be enlightened day? Is it possible that only a few miles beyond our borders there is a condition of society that deals with treachery, assassination and murder—a condition no better than the horrors of the Middle Ages? Sitting in our comfortable homes, surrounded by our families, we can hardly believe that these things exist.

To my feeble mind the cause of all these evils is mainly ignorance. The total population of Mexico is about 15,000,000. Of this number only 3,000,000 are of the white race, the remainder being Indians and half-breeds. Only twenty-five per cent of the population can read and write. The great mass of the Mexican people are immersed in the deepest ignorance. The ignorant man can not think for himself. He is a creature of superstition, prejudice and passions. He is swayed by every designing demagogue.

In Mexico the land and wealth of the country is owned by a very few. The masses of the people are not only ignorant, but they are destitute; the most abject poverty prevails throughout the nation. The affairs of the country have been managed at the expense of the people, by the few,

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for the few. The result has been that the history of Mexico is one long chapter of bloodshed and revolutions.

In the mind of a humble teamster who has just had the political steam roller run over him, there is but one cure for the situation in such countries as Mexico, and that cure is education. The uneducated man is nothing but a wild beast. One faction may control him for its own purposes to-day, but another faction will sway him to-morrow. There can be no permanency of the institutions of any nation unless those institutions have the school house as their foundation. The United States is now regenerating the Philippines by the school house. The future of Mexico can only be made secure by giving the people knowledge.

So ends my little essay. According to the Good Book, man was driven out of the Garden of Eden because he ate of the tree of knowledge of good and evil, and I believe that man will get back into the Garden of Eden by again eating of this same tree of knowledge of good and evil.

Original—thot out by

Mike Kinney

Teamster and Editor.

The man who is worthy of being a leader of men will never complain of the stupidity of his helpers, of the ingratitude of mankind, nor of the inappreciation of the public.

These things are all a part of the great game of life, and to meet them and not go down before them in discouragement and defeat is the final proof of power.

—Elbert Hubbard.

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INTERESTING POINTS ABOUT MEXICO CITY.

THE City of Mexico, because of its antiquity, is one of the most interesting in the world. Almost every prominent building has its part in the history of the city and the country, and many of them date back to 1500.

The traveler coming into the city will find it necessary to take a cab, for, strange to say, the street cars do not pass the principal hotels. Better turn your baggage over to the transfer company, as you would at home, decide on a hotel and go there at once. Make all your money bargains in advance in Mexico.

The streets of the city are good, of asphalt, except the Paseo, and in the newer part, broad and well laid out. Every block has a name of its own so that a street directory is a voluminous affair. In five blocks on the same street you will find five names. Two numbers are also on all the houses because when a new set of numbers was adopted the old were not eradicated.

PLACES OF INTEREST

There are hundreds of places of an intensely interesting character, but space permits mention only of those of the principal importance.

On San Francisco street is the Jockey Club, "The House of Tiles," built in the eighteenth century by Count del Valle, of tiles, within and without, imported from

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China. These tiles cost their weight in gold, then. This building is now owned by the Jockey Club, which operates a race track.

The Church of San Francisco is across the street. Its history is closely twined with that of Mexico. Its site was the wild beast park of Montezuma, the emperor. Its building material was largely obtained from the Teocalli, an ancient Aztec temple that stood on the same spot. The first Te Deum sung in Mexico was in this church.

The Church of San Felipe de Jesus, named for the only Mexican saint in the Roman calendar, adjoins. The Iturbide Hotel is near, also the Church La Profesa, founded in 1595, and dedicated 200 years later. The Zocalo, a historic spot, the center of the city, is also near.

The Cathedral, the second on the same spot, is on San Francisco street. It was started in 1573 and consecrated 110 years afterwards. It cost \$2,000,000 and is an example of wonderful Doric architecture, with a tower 203 feet high.

Opposite the Cathedral is the National Pawn Shop, the "Monte de Piedad," and near it the "Flower Market."

The National Museum is on Moneda street. It is filled with wonderful antiquities marking the development and the early history of Mexico, including relics of the ancient tribes, as idols and implements of war and peace.

The Alameda is a famous gathering place or park named for the Alamos (poplar trees), with which it is studded. The fashionable drive is the Paseo de la Reforma, established by the Empress Carlota. In it are splendid statues of Columbia and of Independence.

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THE INTERIOR OF ROBERT BAKER & CO.'S
LARGE AMERICAN STORE IN MEXICO CITY

This Building was in the Center of the Firing Zone

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The Chapultepec and the castle thereon is interesting. The famous tree of Montezuma, old when he was emperor in 1121, and 41 feet through, still stands on the Chapultepec hill.

The National Palace, the capitol of Mexico, is on the east side of the Zocalo. There the government business is transacted and the offices of the President and executive offices are located. The bell in this palace, once in a church, is rung ceremoniously September 15th each year, by the President of Mexico, to mark the first attempt at liberty for Mexico, September 15, 1810.

Near is the Valador or "Thieves Market" a wonderful vending place for small dealers, selling every character of merchandise from small stalls.

The Hospital de Jesus, founded by Cortez, is on Bajos de Porta Coeli. The Church of San Hipolito is at the corner of Alameda and Zarco. It was begun in 1599 and dedicated in 1739. Further on is the famous Cemetery of San Francisco, the most renowned in Mexico, where is the splendid mausoleum of President Jaurez and where lie many of the men noted in the history of the country.

The ever present spirit of the subjects of Uncle Sam, U. S. A., is illustrated just below this, for there is the building of the Young Men's Christian Association, in active and successful operation.

The headquarters of the Inquisition was at the Church of Santo Domingo, established in 1736. Here is a figure of Christ reclining with the Virgin Mary watching over him, not unusual except for the fact that the figure is lying on a rather modern bedstead.

The Academy of San Carlos is the picture gallery of Mexico. It is near the National Museum. Velasquez,

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the great Spanish painter-architect, taught here as did also Acuirre and Tolsa. In the galleries are paintings, genuine, by such famous masters as Van Dyke, Michael Angelo, Correggio, Rafael and many others of less renown.

Other interesting places and objects are La Viga Canal, the volcano of Popocatepetl, a short distance away and a three days' job; the Pyramids of the Sun and Moon, ancient Aztec relics, 27 miles away; the Palace of the Archbishop, the Chamber of Deputies, once a theater; the \$2,000,000 College de la Paz, founded and built in 1734; the Geological Museum; the School of Mines; the Hospital Real, and La Cuna, a foundling hospital built in 1766.

There were at last accounts five Protestant churches in the City of Mexico, one each, Episcopal, Methodist, Union Evangelical, Presbyterian and Baptist.

THE AMUSEMENTS

Sunday is the principal day of recreation with the Mexicans who perform their religious duties in the morning and devote the rest of the day to pleasure. One of the principal amusements of the City of Mexico, as it is of other cities of less size in the Republic, is the Bull Fight. In the City of Mexico these are conducted at the Plaza de Toro, which will accommodate 18,000 people.

The government is just finishing the National Theater. Other important play houses are the Teatro Principal, built in 1752, the Renacimiento Theater and the Circo Theater, a popular every-day circus.

The Mexicans play "Pelota," a sort of hand ball or basket ball, they have horse races on two tracks and to a limited extent they play American base ball.

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SOME FAR-BACK MEXICAN HISTORY

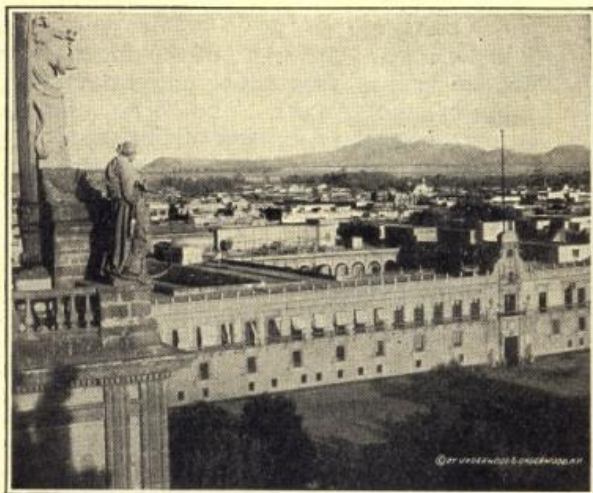
THE FIRST AMERICAN CITY

ALL claims of St. Augustine, Fla., and other aspiring and boastful cities to the contrary notwithstanding, the City of Mexico was the first city founded on the North American continent. If ancient records are to be depended upon, the capital city of the present Republic of Mexico was founded by the Aztecs who were also known as the Acolhuans. The first known of them was in 1196 A. D., but this argues nothing as to their history, for they were undoubtedly citizens of Mexico for many centuries—what do two or three centuries amount to in ancient history?—prior to that.

What we do know about the Aztecs and the Toltecs is gathered from their picture and other crude writings and their traditions handed down by the old ladies of these nations and by their hereditary priests. The history of the Toltecs has been easily traced back to the year 648 A. D. That of the Acolhuans or Aztecs only dates back to 1196 A. D., but they were then a flourishing nation, old, and living in a well-populated city in the valley of the present City of Mexico.

The Toltecs and Aztecs have been erroneously classed together by historians who were not as close investigators as a boss teamster must get to be in examining bills of lading and dray tickets. They were distinct nations of Mexico, living far apart and occasionally at war with each other.

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VIEW OF THE MEXICAN NATIONAL PALACE
Looking from the Cathedral

FIRST KNOWN AS "TENOCHTITLAN"

The City of Mexico was originally known by its citizens as "Tenochtitlan," of the province (or country) of Anahuac, which may or may not be properly translated back to mean "Mexico."

Contemporaneously with the Aztecs and Toltecs in Mexico, were the Chicamecs, first recorded in 1170, and the Nahuatl, of whom we hear first in 1178. There were other Mexican tribes but their historians were either not active on their jobs or a court house fire destroyed their official records before we could get at them.

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ANCIENT PAPYRUS "WRITINGS"

All knowledge of the origin of the ancient City of Mexico comes from the ancient papyrus writings of the Aztecs. The Senor Cortez, adventurer, conqueror, bringer of Christianity by the process of the sword and one of the most cruel gentlemen who shone in his day, found a lot of these writings when he captured the City of Mexico in the name of the Church, about 1521.

These writings seemed to him to be such hideous scrawls, the work of pagan idolaters, and such sacreligious documents, that he proceeded to burn all in sight.

It is evident that he was not aware that, commercially speaking, his descendants might have made a lot of real money selling these papyrus writings to 1913 Public Museums. George Washington's autograph letters are worth as high as \$500 each these days.

A very few of these papyrus screeds have been saved and are in the museums of Europe and a few in the United States, all greatly prized.

A LONG-TERM MAYOR—SIXTY-ONE YEARS

The first Mayor of the City of Mexico, or Tenochtitlan, was Montezuma; that is, he is the first whose name has been preserved to us. He became Emperor of the Acolhuans or Aztecs in 1460 and was still in office when the Senor Cortez arrived and began his work of making a Christian nation of Montezuma's people by sending them all to Heaven. His tenure of office was the longest of any American mayor, for he

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was the head of the government of both the city and the state for sixty-one years.

His office was vacated involuntarily. Cortez, who had gotten into the city, sent him out on the front portico of the palace to hold his warriors in check, and they, the warriors, shot him to death with their arrows, not knowing that he was a prisoner.

Succeeding Montezuma came his nephew, Cuauhtemec. He was the last emperor of the Aztecs and after him came the government of the City of Mexico by the Spanish.

HOSPITAL ON A HISTORIC SPOT

Cortez, it is said, met Montezuma in front of the place occupied by the Hospital de Jesus and that spot was selected by Cortez for a great hospital for that reason.

Montezuma, who was a peaceable gentleman, and who came to meet Cortez with an address of welcome and probably with the keys of the city, was imprisoned and a massacre followed which was bloody enough to fill three Hospitals de Jesus—this in the name of Christianity, says the historian.

This caused such an uprising that the poor Aztecs rose *en masse* and drove Cortez and his soldiers out of the city, over the causeway, with great loss to the Cortez forces.

This was on July 1st, 1520. That date has since been observed, particularly by the Indian population, and known as "La Noche Triste" or "The Dismal Night."

Hence, "The Dismal Night" in the City of Mexico is observed as a Christian "day of lamentation and atonement."

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

Cortez was an inventive gentleman adventurer, so, when chased out of Tenochtitlan, he formed a working agreement with the Tlaxcolans, the next neighbors to the Aztecs, whereby they agreed to help him capture the city, and then he visited the volcano Popocatepetl and dug enough sulphur out of the crater to make a very fair brand of gunpowder.

Officially then, in spite of the claims of later North American manufacturers of gunpowder, Senor Cortez was the first manufacturer of gunpowder on the American continent. These facts are historical and not the inventions of the advertising department, for Senor Cortez had no such department. He had more orders than he could fill and needed no exploitation.

THE FIRST FIREARMS

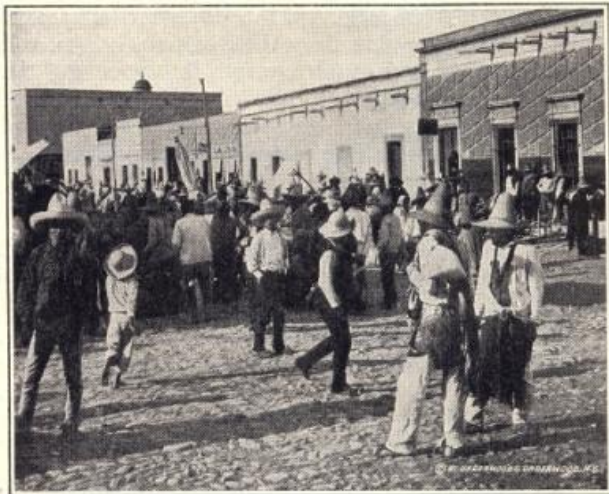
Together with his Tlaxcolan and other allies from Cuba he set siege to the City of Mexico, December 31st, 1520. Here is the first record of firearms in Mexico, for the historian says he had a force consisting of 40 cavalry, 80 arquebusiers and cross bowmen, 450 foot soldiers armed with sword and lance, and nine small cannon and 120,000 native allies—the Tlaxcolans.

The siege of the city lasted six months, when, starved out, the Aztecs capitulated August 13th, 1521. Then began the Spanish rule of the city.

TREASURE DESTROYED

Cortez was considerably disappointed. He had expected to pick up and ship back to Spain a hundred million or so of pesos worth of gold and silver treasure, but the Aztecs had thrown it all into the lake. It is supposed to still be there. Cuauhtemotzin, temporary successor to Montezuma as emperor-mayor, was tortured to obtain from him treasure information, but the best he could tell was that it was in the bottom of the deep lake.

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EXCITEMENT IN MARKET SQUARE, MEXICO CITY
Just Prior to the Assault of the Rebels

CORTEZ THE FIRST SPANISH MAYOR

Cortez named the district "New Spain" and was its first military governor, and the mayor of the City of Mexico, which he so named. He did not stay long as there were five military governors between 1521 and 1528. Then there were two "Audiencias" of five men between 1528 and 1535, but they were such rascals that they were deposed and their places taken by a viceroy.

Was this "Audiencia" the first commission form of government in America?

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Between 1535 and 1821 there were sixty-two viceroys, all appointed by the Spanish Crown, and the first two had much trouble in correcting the abuses instituted by the Audiencias, which consisted of "graft" and scraps over city and state patronage. The historian declares this.

This was probably the first record of municipal graft in this country.

The first viceroy mitigated Indian slavery somewhat. He was de Mendoza. The best thing he did was to bring a printing press to the City of Mexico in 1835, and on it he printed the first book—possibly the first in America, which had for its title, "Escuela Espiritual de San Juan Climaco." The first money was printed on this press and issued then.

The second viceroy founded the university about 1553 and emancipated 150,000 slaves which the Spaniards had at work in the mines. He was de Velasco.

An important fact here is the invention or discovery of the amalgamating process for the reduction of silver ore, invented by Bartolome de Medina in 1555.

The first stone of the Cathedral, still standing, was laid in 1570 by de Almanzas, viceroy, probably with appropriate ceremonies and the customary speeches. There is no record of the preservation of the silver spade used or of the golden trowel used in putting the mortar. De Almanzas had a brisk fight with the English on the Island of Sacrificios off Vera Cruz, just before he became viceroy.

One of the Viceroy-Mayors, the thirtieth, was named Gaspar de la Cerda Sandoval Silva y Mendoza, Conde de Galva. This gentleman,

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because of or in spite of his affliction of cognomens, accomplished the conquest of Texas in 1691, and in 1692 founded the city of Pensacola, completed the conquest of New Mexico in 1692.

It was in 1722 that Juan de Acuna, thirty-seventh viceroy, founded "The Gaceta de Mexico," a single sheet newspaper, the publication of which, in the City of Mexico, continued to 1807.

The regular army of Mexico, headquarters in the City of Mexico, was established in 1761.

This viceroy, Monserrat, also caused all the houses in the city to be numbered—1764. There is no record that any hardware house furnished the numbers.

Between 1771-9 the first real metal money was coined. The amount was \$396,000—about enough to capitalize a medium sized jobbing hardware business in 1913.

The first policing and the first street lighting of the city was instituted between 1789-94.

The real founder of the modern City of Mexico was an eccentric but excellent gentleman, the Viceroy Don Juan Vicente Guemes Pacheco, Conde de Revillagigedo, 1789-94.

When he went into office the city was mean and foul beyond description, unlighted and unpaved and infested with footpads.

When he went out of office the city was clean, drained, its principal streets paved and lighted, an effective police force was standing around on the corners looking for business, and the custom of building handsome and substantial residences was firmly established.

He also had a census taken which showed the population to be (1793) 112,926 people.

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The Gimlet

THE FIRST MEXICAN REVOLUTION

THE people of Mexico have taken to revolutions just as we of the United States take to our breakfast or to a debating society. The early governors kept the Spanish citizens busy at the task of licking the Indians, and, along in 1803, the Spanish people began to get impatient at the contempt with which the King of Spain treated them and decided to "revolute" against the mother country.

They had been taxed to the limit of endurance, they were forced by royal edicts to trade only with Spain and the laws put upon them were involved, arbitrary and oppressive. Worse than all, they were ignored. A people will stand for oppression and a lot of taxing, but they will not stand to be ignored and treated with silent contempt.

Complications arose in Spain at this time, Charles IV. abdicated the throne, Joseph Bonaparte put his finger and then his whole hand into the affairs of the nation and chaos reigned.

This made it ripe for Mexico to become active. Jose de Iturrigaray was fifty-sixth Viceroy and a good one, and he concluded that Mexico should govern herself. The Creoles and half castes favored this but the Spaniards in Mexico did not, so they sent Don Jose to prison and later back to Spain, and then Archbishop of Mexico, Francisco Xavier de Lizan, became viceroy.

The first decisive step was taken in 1810, when, under cover of a "literary society" the plot against the domina-

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tion of the Spanish-French rule was hatched. The leader was a priest who, at each mass, one Sunday morning, announced that the time for freedom had arrived. Active operations began in Guanajuato, and with a constantly increasing force of citizens and soldiers, he started for the City of Mexico. There he was defeated by royal troops and later was captured and executed with his principal associates.

This did not quell the spirit of independence which seems to be breathed in with the air of America, and on November 6th, 1813, the formal declaration of Mexican independence came. The first Mexican congress met September 14th, 1813, at Chilpancingo. Then matters languished for a time, but, on February 24th, 1821, a plan was decided upon to have a member of the reigning house of Spain put upon the throne of Mexico as an independent monarchy.

AN IRISHMAN FOR VICEROY

An Irishman, Juan O'Donoju, was sent over from Spain to be viceroy, but found he could not get the job, so he compromised and a Provisional Committee of Regency, with O'Donoju one of its members, took charge until a suitable ruler could be found.

After much squabbling, Augustin de Yturbide was elected emperor and was annointed July 21st, 1822, "Augustin I. Emperor of Mexico." His empire speedily collapsed.

FOUNDING OF THE REPUBLIC

A Republic was proclaimed and Augustin I. was deposed December 6th, 1822, with General Antonio de la Santa Anna at the head of the row.

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Yturbide was banished but they gave him a life annuity of \$25,000.00 for his "eminent services to Mexico." Later he returned to Mexico, intending to warn them of a Spanish plot, was arrested and shot to death.

The first republican constitution was adopted by the second congress in December, 1823. It was patterned closely after that of the United States. The constitution was proclaimed October 10th, 1823, and the first president elected was General Guadalupe Victoria. Two years after the republic was recognized by the United States Government.

From 1828 to 1846 the two great political parties of Mexico ignored elections and succeeded each other by force of arms, in the offices. They had a new revolution every twenty-four hours or thereabouts. This continued up to the time of the famous war with the United States.



THE SHOT-RIDDLED Y. M. C. A. BUILDING
From Which Díaz Stormed the Palace

"DIAMOND EDGE IS A QUALITY PLEDGE"

THE REBELLION OF TEXAS

IN the early part of 1835 there arose a great amount of disaffection in Texas, then a part of the Republic of Mexico. This disaffection was fomented by Americans living in Texas and a genuine rebellion began. The American element took the lead in the rebellion. The Mexican federal government, in 1835, abrogated the constitution of the State of Texas. The excesses of General Santa Anna's army, sent to enforce obedience, aroused the Texans to frenzy.

The historic and brutal massacre at the Alamo in San Antonio, famed in song and story, and the affair at Goliad, aroused thoroughly the Anglo-Saxon fighting spirit and made peace an impossibility.

The Republic of Texas resulted and that was maintained until 1844. This little lone star republic was recognized by the United States, France, England and Belgium. Texas was admitted to the Union as a State of the United States, on its own application, by proclamation of President Tyler, April 12th, 1844. This was ratified by the United States Congress in March, 1845.

WAR WITH THE UNITED STATES

The act of the American Congress in admitting Texas to the Union, led to a war with Mexico. The Mexican Minister at Washington declared this "an act of aggression," this in spite of the fact that Texas was an independent republic, and apparently had the right to annex herself, if she chose.

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The war that followed had no formal beginning. Both Mexico and the United States massed troops on the border and a general conflict was precipitated by a Mexican ambushade, April 24th, 1846, on the Texas side of the Rio Grande, on a troop of dragoons commanded by Captain Thornton, United States army. Sixteen were killed and the remainder of the troop was captured.

General Zachariah Taylor, in command of the American forces, took his troops across the border. The war is a big page in history. Fifty thousand volunteers were raised by the United States, and such men as Robert E. Lee and Ulysses S. Grant, then sub-officers of the United States army, had their first taste of real war and their first entrance into the public eye. The name of General Santa Anna, as the commander of the army of Mexico, is a part of history.

Briefly summarized, the war proceeded thus:

Taylor captured Monterey, September 26th, 1846, and later Buena Vista and Angostura, in February, 1847. Doniphan, followed by Price and his army, advanced through New Mexico, and after a battle at Sacramento, occupied Chihuahua.

Captain Fremont, acting under orders from the War Department, incited a revolt in California against Mexican rule. Commodore Sloat occupied Monterey, Cal., July 7th, and Commander Montgomery occupied San Francisco July 8th, and Commodore Stockton, by proclamation August 17th, 1846, took formal possession of California.

Beginning in March, 1847, General Scott landed at Vera Cruz and after five days' bombardment took the city, and, March 27th, defeated Santa Anna's army at Cerro Gordo, and after brilliant fighting, finally completed the conquest of the City of Mexico, September 15th, 1847.

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Peace was concluded by the treaty of Guadalupe Hidalgo, February 2d, 1848, by which Mexico ceded all territory held or claimed north and northeast of the present boundary. In return the United States paid the Mexicans fifteen millions of dollars. Pretty cheap, that, for Texas, New Mexico, California and a lot more of territory.

For a treaty dictated by a conquering army, then actually in charge of the other nation's capital city, this treaty stands unparalleled in history for fairness.



THE NATIONAL PALACE

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

AFTER THE WAR WITH UNCLE SAM

A PERIOD of peace followed the war with Uncle Sam. In 1851, for the first time in the history of the Republic, the constitutionally elected President, Mariano Arista, was permitted to take his seat but did not complete his term of office.

For a little over two years Santa Anna was Dictator. Commonfort became President December 12th, 1855. He sold all the lands of the Church but turned over the money to the Church. He was elected President again, under a new constitution, and took office December 1st, 1857. The first thing he did was to overthrow the constitution. His attempt at a revolution was defeated, and he left the country in February, 1858.

Juarez became president January 1st, 1858. He maintained his government at Vera Cruz for three years. During this period a government also existed in the City of Mexico with Zuloaga as president.

The cruelest and bitterest war of Mexican history ensued, known as the War of the Reforms. Juarez was the victor and entered the City of Mexico, January 11th, 1861. This did not stop the fighting, however.

FRENCH INTERVENTION—MAXIMILIAN

July 17th, 1861, the Congress suspended payment on the foreign debts of the Republic. This gave a pretext for the intervention of France, England and Spain. The Civil War in the United States prevented appeal to the only power that could have helped Mexico out of her tangles.

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THIS BUILDING SHOWS THE EFFECTS OF THE FEDERAL GUNS—THOUSANDS OF BULLETS PIERCED ITS WALLS

Incited by Napoleon, France, England and Spain by treaty decided to occupy the coast fortresses of Mexico, and to help the people to establish a government of their own.

Commissioners and French and Spanish troops were sent to Mexico. After some dickering the Spanish troops went home but the French remained. England sent no troops.

France kept on adding to her troops and a number of fierce conflicts with Mexican troops ensued. The French, 40,000 of them, occupied the City of Mexico June 9th, 1863, and President Juarez escaped.

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The Gimlet

An Assembly of Notables was called together by the French, and it was decided to make Mexico an hereditary monarchy with a Catholic Prince as monarch, and that the crown should be offered to Maximilian, Archduke of Austria. He was representative of the Royal House ruling in Spain prior to the accession of the Bourbons.

Maximilian accepted on two conditions: (1) That he should be elected by popular vote of the people; and (2), that Napoleon should give him armed aid as long as he needed it.

He arrived in the City of Mexico June 12th, 1864, accompanied by his wife, Carlota, daughter of Leopold I., King of the Belgians. They were crowned with great solemnity in the Cathedral, "Emperor and Empress of Mexico." Maximilian's first act was to declare all persons found in arms against the imperial government rebels, and ordering them shot. Generals Arteaga and Salazar were shot October 21st, 1865, as also were Villagomez and Felix Diaz.

Rebellion against Maximilian began at once. It was the United States, however, that gave the death blow to the Empire, for Secretary of State Seward, November 6th, 1865, informed France officially that the presence of a foreign army in Mexico was a grave reflection on the United States government and would not be tolerated and that no government, except a Republic, would be recognized in Mexico.

Secretary Seward advised Napoleon, about six months after, that there would be armed intervention by the United States, and the French army was at once withdrawn in November, 1867.

The weakness of Maximilian, thus left alone in his empire, soon led to its downfall. Carlota

"DIAMOND EDGE IS A QUALITY PLEDGE"

made a personal appeal to Napoleon III. and then to the Pope for aid, but secured none. She went mad.

The last of the French troops left Mexico in February, 1867, and Maximilian at first decided to leave the country, but later decided to remain.

Juarez had meantime maintained his rights as constitutional president. Several battles ensued between Juarez's troops and the Liberals. Maximilian had joined Juarez. General Porfirio Diaz, afterward constitutional president, was at the head of the Liberal army and laid siege to the City of Mexico and captured it after a month, May 15th, 1867.

Maximilian was taken prisoner on the Cerro de las Campanas, and on this hill, with the generals Miramon and Mexia, after a formal trial and condemnation, was shot to death the morning of June 19th, 1867.

The request of the United States government for clemency to Maximilian was ignored. The City of Mexico surrendered to Diaz, June 21st, and President Juarez took charge of the government.

Juarez was re-elected president three times, serving until July 18th, 1872, when he died. Lerdo de Tejada, President of the Supreme Court, became president of the Republic.

A revolution ensued and General Diaz appeared on the scene as commander of the revolutionary army. Lerdo was forced to leave the country and Diaz entered the City of Mexico, November 24th, 1876. He was proclaimed provisional president at once, and May 6th, 1877, he was declared constitutional president. December 1st, 1880, Manuel Gonzales was elected president and peacefully took the office. Diaz was elected to succeed him in December 1st, 1884. He retained the office by re-election until 1912.

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The Gimlet

PRESIDENT FOR THIRTY-TWO YEARS

PORFIRIO DIAZ, President of Mexico for thirty-two years, deserves a page at least, for he was an international figure and certainly a wonderful man to "get by," considering all the Latin temperaments with which he had to deal during those years. When you come to comparing temperaments, the alleged excitability and rebellious spirit of the Irishman sinks into phlegmatic insignificance when compared with that of the Latin, and the Mexican is a Latin magnified to the fifth degree.



AFTER THE RECENT FIGHTING
Clearing the Streets and Burning the Bodies—The Half-burned Dead
Remained in the Streets more than Eight Days.

"DIAMOND EDGE IS A QUALITY PLEDGE"

Díaz's first entry into Mexican history was on November 8th, 1871, when he headed a revolt from his Hacienda against existing conditions. Juárez was then, for the third time, President. He proposed a reorganization, with himself as commander-in-chief of the army, ad interim. His "ad interim" was a long one. He was made commander-in-chief of the army and in 1876 he started another revolution and entered the City of Mexico with his army, November 24th. Lerdo, then president, fled from the city, and Díaz was proclaimed Provisional President. On May 6th, following, he was declared by Congress Constitutional President to serve to November 30th, 1880. He served through much of minor trouble, including several rebellions, marking one of which was his public execution of nine rebels. He relinquished the office to General Manuel Gonzales, who had been regularly elected. Gonzales went through all sorts of financial and civil troubles and put down half a dozen rebellions and in turn relinquished the office to General Díaz, December 1st, 1884.

Díaz found the Republic absolutely without credit. He brought about a bond issue for \$25,000,000.00, stopped all subsidies to railroads, investigated a great "graft" scandal, reduced all governmental salaries, including his own. These and similar measures restored the nation's credit.

General Díaz was thereafter regularly elected to succeed himself until 1912, giving him a total service as President of Mexico of thirty-two years.

OWNS HER RAILROADS

Federal ownership of railroads in Mexico is a striking reality. The total of railroads in Mexico September 1st, 1910, was 24,559 kilometers. Of this the Government owned and operated 14,000 kilometers and the total owned and operated under Federal concessions is 19,719 kilometers.

"DIAMOND EDGE IS A QUALITY PLEDGE"

MEXICO UP TO THE MINUTE

THE WAR OF 1912-1913

THE whole world is watching the war in Mexico and for the developments which must come from it. Certain it is that Mexico will remain a Republic. The United States long ago indicated to Napoleon that no other form of government would be tolerated there; but what kind of a Republic will it be?

"Aye, that is the question," as Hamlet would have said, had there been such a person as Hamlet, and had he had the good fortune to be an on-looker at this time.



THE MAIN BUSINESS STREET OF MEXICO CITY.

This Picture was taken Before the Battle.



OFFICE OF THE AMERICAN CONSUL

Arnold Shanklin and Deputy Vanhorn in the window—This Building was riddled by Bullets.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

Chronologically, the present war which is raging in Mexico started in 1910. On May 30th, 1910, Francisco I. Madero entered the race for President of Mexico, in opposition to General Porfirio Diaz, President for thirty-six years.

June 27th, 1910, General Diaz was re-elected President.

Madero at once started a rebellion, gathering support at every step, and on November 20th his forces siezed Vera Cruz. On November 25th the revolt was presumably brought to an end and Madero's estates were siezed by the Diaz government.

On December 1st, 1910, General Diaz was again inaugurated President and two days after made a move for peace, by appointing a Peace Commission. The Peace Commission failed in its efforts.

December 17th, 1910, the Diaz army was beaten at La Junta by Madero forces. Desultory fighting was kept up until—

February 6th, 1911, when Mexican troops fled Juarez, when rebels surrounded the town.

March 9th, American troops were ordered to the Texas-Mexico border.

March 25th, 1911, the Diaz Cabinet resigned. Three days after a new Cabinet was formed.

April 5th, Madero issued a manifesto declaring that Diaz must resign as President.

May 25th found the City of Mexico in the hands of mobs.

May 26th Diaz resigned the Presidency and the next day escaped from the country, going to Europe.

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August 31st Francisco I. Madero was elected President and took the office at once.

December 7th General Reyes started a new revolt against the Madero government.

February 2d, 1912, the rebels named General Gomez their leader. Insurrection continued with frequent minor battles between rebel and government forces until—

October 12th, when Felix Diaz joined the rebels and assumed joint leadership.

October 17th, Diaz siezed Vera Cruz.

October 24th, Diaz was captured by Government forces and ordered shot. He later escaped.

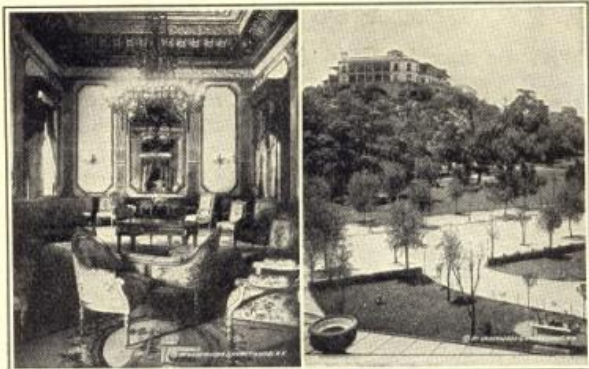
The fighting was general all over the country, but more severe in and around the City of Mexico and toward the American border. This led, on—

February 9th to the siezure of the Mexico City arsenal by Diaz troops. Madero was reported to have escaped from the Capitol with his family. General Ruiz, three captains and three lieutenants were executed at the Palace.

February 19th, Gustavo Madero, brother of the deposed President, was shot to death. The day before, President Francisco I. Madero and his brother were captured in their hiding piace and sent as prisoners to the Arsenal, from which Diaz had bombarded the city for ten days.

February 21st President Francisco I. Madero and Vice-President Jose Suarez were shot to death

"DIAMOND EDGE IS A QUALITY PLEDGE"



LADIES' DRAWING ROOM
Chapultepec Castle

CHAPULTEPEC CASTLE
The Home of the
Mexican President

just as they reached the penitentiary to which they were being transferred from the National Palace. The explanation was that they tried to escape. The charge was that they were wantonly shot to death.

February 22d General Huerta was proclaimed President of Mexico by the Diaz interests.

February 25th Emilio Madero, brother of the former President, was shot to death by Huerta forces, while at the head of a band of troops on the way to join rebels at Laredo.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

A COUNTRY OF REVOLUTIONS

With the downfall of Madero, the assumption of the Presidency by Huerta, ends a chapter but not the history of the present revolution. As the *Gimlet* goes to press the fighting continues and the whole world is standing on tiptoe wondering if the United States will be forced to intervene.

Mexico has had more revolutions than any other one country in history. Forty-six of them have been written into history since September 16th, 1810, the forty-sixth being the one now in progress.

PRESIDENTS OR EMPERORS OF MEXICO WHO WERE KILLED.

Miguel Hidalgo y Costilla, Liberator, 1811.
Jose Maria Moreles y Pavon, President, 1815.
Francisco Xavier Milna, President, 1817.
Augustine de Iturbide, Emperor, 1824.
Maximilian, Emperor, 1867.
Francisco I. Madero, President, 1913.
Jose Pino Suarez, Vice-President, 1913.

WEIGHTS AND MEASURES

The system of weights and measures in use in Mexico is the French metric decimal system. While this is obligatory, the people still frequently use the old system which they inherited from the Spanish. Examination of old titles to property necessitates knowledge of the old system.

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FEDERALS INSPECTING HOUSE TOPS FOR REBEL
SHARPSHOOTERS.

Photo Taken During the Firing.

WHAT MEXICO BUYS AND SELLS

If you think Mexico buys everything and sells nothing to its sister nations you argue yourself uninformed.

Mexico ships to foreign countries copper, lead, antimony and zinc, sisal rope material or raw henequen, coffee, rubber, textile fibre as cotton, guayule shrubs, chicle or chewing gum base, and woods, tanned and untanned hides, live stock, sugar and cotton seed meal, vanilla beans, palmetto hats, and tobacco and some oranges. Also a lot of articles of minor importance.

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The Gimlet

She imports from other countries animals and animal products, a great variety of foodstuffs and wearing apparel, textile fibres, fruit and grains, wood and manufactured wood products, all sorts of metals, earthenware, crockery, cotton, silk, flax, hemp and wool, chemical and pharmaceutical preparations, wines, spirits and mineral waters, paper, books and stationery, machinery and implements and automobiles and horse-drawn vehicles, arms and explosives (just now a large quantity of them), and some ten or twenty thousand other things, including a mighty lot of hardware, cutlery and tools.

The total exports for the 1909-10 period was \$260,058,228.00. Of this, \$196,978,639.00 came to the United States, and shipments to Great Britain were next with but \$28,534,501.00.

The imports into Mexico—what she bought abroad—were: from the United States, \$112,878,362.00; from Great Britain, \$22,251,756.00; from Germany, \$20,165,324.00. The total imports from all countries was \$194,857,547.00.

While the United States is Mexico's biggest customer, and ships her more goods than any other country, the balance of trade is against us, as yet.

THE MEXICAN CASH BOOK

Indicating the fiscal condition of Mexico, this table is interesting:

Governmental receipts, 1909-10.....	\$106,328,485.00
Governmental expenditures, 1909-10.....	95,028,651.00
Surplus.....	11,299,834.00

Mexico was considerably in debt at the close of 1910. The figures would scare any ordinary business man into firing all his clerks and cutting

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PUBLIC CLOCK DESTROYED BY CONTINUOUS FIRE OF
THE FEDERALISTS.

It is situated on the Plaza Bucareli, Mexico City

down his wife's allowance to *nil*. Here are the figures:

THE NATIONAL DEBT

Payable in foreign currency	\$300,524,996.00
Payable in Mexican currency	137,850,133.00
Floating debt	273,399.00
Mexico therefore owes everybody..	438,648,528.00

The monetary system of Mexico is about the same as that of the United States. They have ten peso and five peso gold coins (though you seldom see them); the peso (one dollar) is of silver; the half dollar or media peso, the twenty-cent piece, the ten-cent piece, all of silver; the nickel five-cent piece, and two-cent and one-cent bronze coins.

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The Gimlet

Approximately, Mexican money is worth about 50 cents on the dollar in United States valuation.

BEDROCK ON MEXICAN FACTS

Mexico—the country—is some country. If you have never looked closely at the map nor read the Mexican Year Book, as I had to, to get these figures, it will surprise you.

Mexico is a Republic, consisting of twenty-seven states, two territories and a federal district—that around the City of Mexico. The territories are Tepic and Lower California.

The area in square miles of all the country is 767,323 miles.

The last census of Mexico was taken in 1910. It showed the whole population, whites, Indians and half breeds, was 15,063,207 people. It is probable that this is not altogether accurate because of the difficulty of enumerating the Indians. The population in 1900, ten years before, was 13,607,259.

The population in 1910 of the City of Mexico was 470,659 people. This was an increase of 102,000 in ten years.

The population of other large cities in Mexico was, in 1910: Guadalajara, 118,799; Monterey, 62,266; Puebla, 101,214; San Luis Potosi, 82,946; Merida, 61,999.

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A SCENE IN ALAMEDA
PARK, MEXICO CITY
This Park was held by the Rebels



ONE OF THE SQUARES OF
MEXICO CITY
Taken from the Cathedral

CANDID.

(From the Harvard Lampoon.)

"Don't you think dark blue suits are useful? One can wear them out almost anywhere."

"Yes; but I find I wear mine out at the seat."



If you have a hardware stock for sale or exchange.

If you want to buy or trade for a hardware stock.

If you are looking for a desirable location to embark in the hardware business.

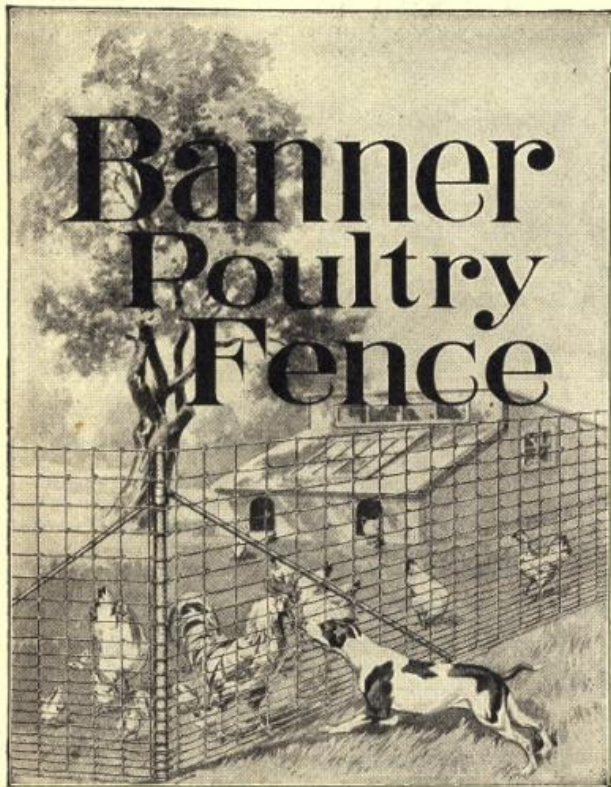
If you want a partner.

If you want a clerk or a tinner.

If you want a position in a retail hardware store.

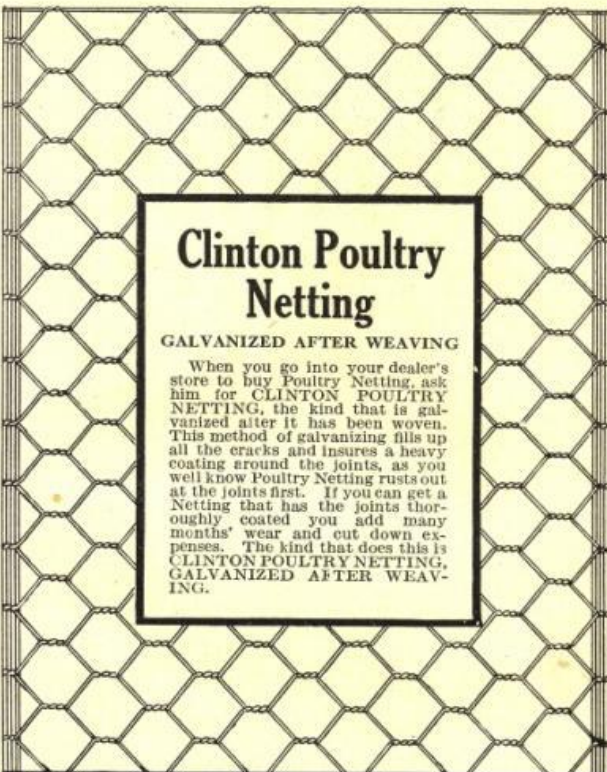
Write The Gimlet for the particular Want List you desire.
It may help you solve your want problem.

"DIAMOND EDGE IS A QUALITY PLEDGE"



We offer exceptional value in this good fence. Substantially made, close mesh, strong, durable, handsome. Well advertised, popular. We will back the DEALER as well as the PURCHASER. Write for our literature and our proposition.

AMERICAN STEEL AND WIRE COMPANY
72 W. ADAMS STREET, CHICAGO



Clinton Poultry Netting

GALVANIZED AFTER WEAVING

When you go into your dealer's store to buy Poultry Netting, ask him for CLINTON POULTRY NETTING, the kind that is galvanized after it has been woven. This method of galvanizing fills up all the cracks and insures a heavy coating around the joints, as you well know Poultry Netting rusts out at the joints first. If you can get a Netting that has the joints thoroughly coated you add many months' wear and cut down expenses. The kind that does this is CLINTON POULTRY NETTING, GALVANIZED AFTER WEAVING.

Clinton Wire Cloth Co.
Clinton, Mass.

Boston

New York

Chicago

San Francisco

DISSTON



ESTABLISHED 1840

**The Brand
that was Best in 1840,
is the Best Brand to-day**

HENRY DISSTON & SONS
Incorporated
Keystone Saw, Tool, Steel & File Works
PHILADELPHIA

More Dupont Powders

**WILL BE USED IN 1913
BECAUSE OF THE**

Popularity of Trapshooting



AS a result of extensive and persistent advertising the dealers in sporting goods are selling an increasing amount of Dupont Smokeless Powders.

The revival of interest in Trapshooting is directly profitable to dealers, because idle shotguns are given opportunities to become active and thereby furnish recreation for their owners.

Dupont, Ballistite, Schultze, Empire

The Most Popular Powders Because Dependable

The demand for these famous brands is constant. The remarkably high scores of those trapshooters using them emphasize the features of regularity and reliability.

Be prepared for trap and field shooters by stocking these quick-selling, satisfactory smokeless shotgun powders, in bulk, and loaded in shot shells.

E. I. du Pont de Nemours Powder Co.

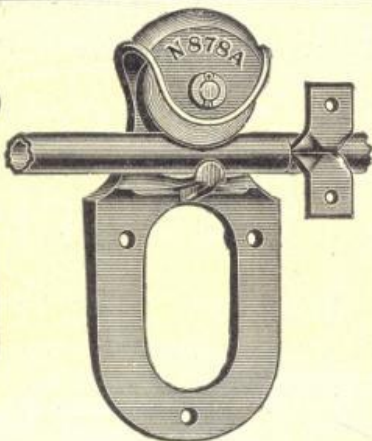
Pioneer Powder Makers of America

ESTABLISHED 1802.

WILMINGTON, DEL.



FRONT VIEW



REAR VIEW

20th Century Barn Door Hangers

are a needed improvement over other Hangers of this class.

The secret of their large sale lies in the unique and practical features which distinguish them from other makes of round track Hangers. The frame and hood of the Hanger are all one piece—the great argument for durability, strength and long service.

The wheels are deeply grooved and run on hardened steel roller bearings, reducing the friction to a minimum.

A projecting lip on the under side of the Hanger prevents jumping the track.

But more important than all other features is the fact that the track comes in 2-ft. sections, crated, which means that it is easy to erect—anyone can do it—and it is adapted to any width door. The combination bracket and splice line the track up with exact evenness. Shipped 100 feet to the crate. Ask to see the Twentieth Century at your dealer's store or write us.

Hunt, Helm, Ferris & Company

5753 Hunt St., HARVARD, ILL.

The Gimlet

The Hardware Reporter

10¢ PER COPY

\$2.00 A YEAR

SEARCHLIGHT OF THE

HARDWARE TRADE

ST. LOUIS,

U. S. A.

IF YOU READ THE HARDWARE REPORTER
YOU WILL KNOW YOU HAVE ALL OF THE
INSIDE INFORMATION-
ABOUT THE HARDWARE TRADE

The Gimlet

COMMUNITY SILVER

BEST PLATED WARE MADE

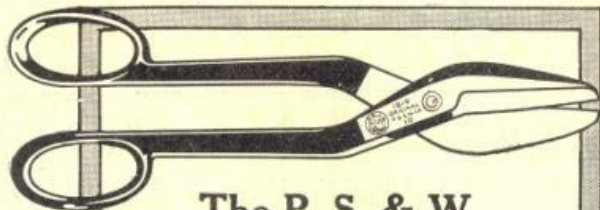


The beautiful designs of COMMUNITY SILVER invite the closest inspection—they rival Sterling in distinction.

The heavy plate with special Overlay at the wearing points places COMMUNITY SILVER at your service for fifty years.

ONEIDA COMMUNITY, LTD.

ONEIDA, N. Y.



The P. S. & W. 1819 Original Snip

THE first high-grade snip in America, and still the best. In cutting qualities and durability it is far in advance of any other snip manufactured. If properly used it will last a lifetime.



The Mark of the Maker identifies it—and is worth looking for on other tools as well. Wherever you see it, it means *Guaranteed*.

ASK your dealer to show you P. S. & W. Guaranteed Hand-Tools for Carpenters, Machinists, Electricians and Tinsmiths. They are the best you can buy—whether for professional or household use.

The Peck, Stow & Wilcox Co.

MFRS. of the Largest Line of Mechanics' Hand-Tools Offered by Any Maker.

SOUTHINGTON, NEW YORK, CLEVELAND,
CONN. N. Y. OHIO

Address Correspondence 35 Murray St.,
New York City.

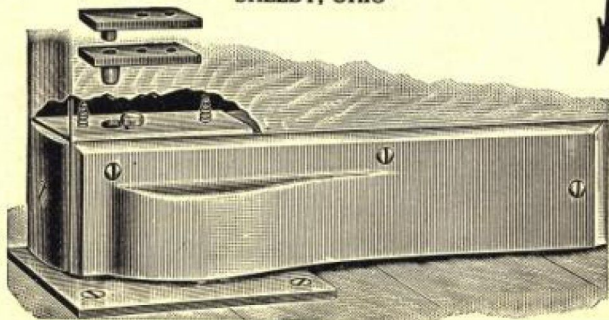
Shelby Chief Double Acting Ball Bearing Floor Hinges

THE simplest and easiest applied Floor Hinge on the market. All working parts above the floor. No holes to cut—can be applied by any one in a very short space of time. The frame of the Hinge is made of heavy wrought steel. The spring of the best oil tempered spring steel. It is constructed so the entire weight of the door is carried on hardened steel bearings set in hardened cups, which will have no perceptible wear after years of service. The tension spring can be regulated at any time after the door has been hung, thus enabling one to adjust the swing of the door as desired. Can be applied on either wood or cement floors.

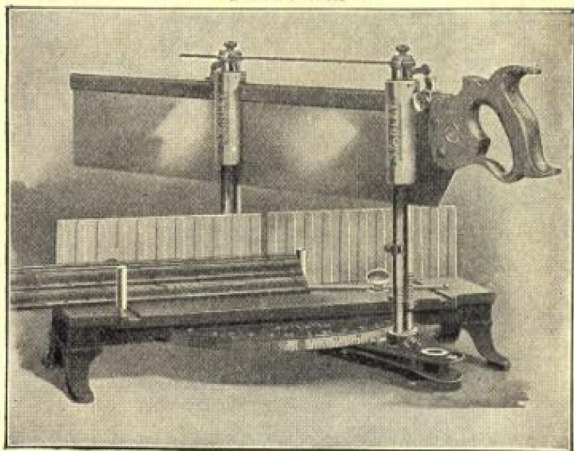
**EASIEST APPLIED—EASIEST REGULATED
LONGEST LIVED. IF YOU WANT THE
BEST INSIST UPON THE SHELBY CHIEF**
Made for all sized doors, both single and double

The Shelby Spring Hinge Co.

SHELBY, OHIO



Stanley
Tools



Stanley Mitre Boxes

THESE Boxes are compact, strong and durable, and are quickly put together or taken apart for convenience in carrying. They have a number of special features, one of them being an adjustment to counteract a saw that runs out of true, due to improper setting or filing—this is new.

Other improvements have recently been made, adding greatly to their value. With each Box a high grade specially made Back Saw is furnished.

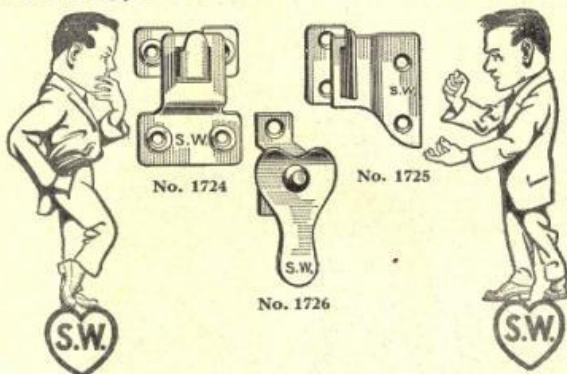
These Boxes are described in detail in a Special Circular we should like to send you. It will interest you to look it over.

Address

Stanley Rule & Level Co.
NEW BRITAIN, CONN. U.S.A.

The Gimlet

"Peerless" Wrought Steel Screen Hangers and Fasteners



"Say, Mr. Customer"

Are you up against the old time screen problem? Here is the solution—the use of "Peerless" Hangers and Fasteners which permit the screens to swing open easily instead of jamming and sticking tight in the frames.

ASK FOR

- No. 1724—Hangers, for full length screens.
- No. 1725—Half Screen Hangers, for half screens.
- No. 1726—Rotary Fasteners, for all kinds of screens and small windows.

Manufactured by

THE STANLEY WORKS

NEW BRITAIN, CONN.

The Gimlet

The Lookout



"It Rings for a Dollar."

IF actions speak louder than words, then the Lookout belongs in the *get there* class because it is inspired to action by good works.

Then there is the matter of good looks and a popular price which makes it a seller at sight. It stays sold, too.

It's a likeable little com-

panion that appeals to all classes. It sells at the rate of 1500 a day, turning as many wholesome bits of profit into the tills of first class dealers.

Names printed free on dials in lots of 24. Order some today from your jobber or from the makers, *Westclox, La Salle, Illinois.*

"ENAMEL LEAF"
SIGNS
for Indoor Display

THESE signs are made on very heavy cardboard, with red, blue, green, brown, primrose, or other color backgrounds. The letters on the cardboard are made by stamping out (and thereby embossing) the letters from an enameled paper, direct on the cardboard, showing either colored letters on light backgrounds, or white, gold or silver letters on dark backgrounds. On the back of each sign we attach an easel so that they will stand up on a counter or in a show window; or we string them for hanging, as ordered. ♦ ♦ ♦ ♦ ♦

*WE WILL SEND YOU SAMPLES
AND PRICES ON APPLICATION*

WOODWARD & TIERNAN
PRINTING COMPANY

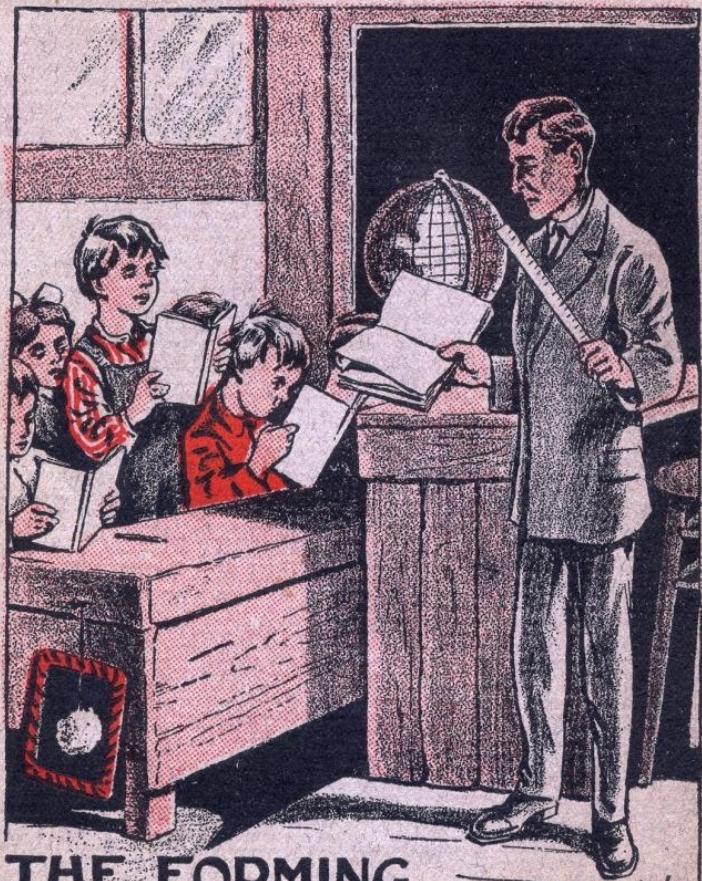
309 North Third Street ST. LOUIS, MO.

BECAUSE we can read and write we think as a nation that we are educated. All intelligent men who come in contact with our people—especially the masses in our large cities—are profoundly impressed with the ignorance of the people. No man is educated who can not think for himself. Ignorance is the father of prejudice and the mother of hatred. The credulous ignorant are swayed by every yellow journal or political demagogue. The stability and safety of every nation depends upon education that will teach the children to think for themselves.

Original—thot out by

Mike Kinney

Teamster and Editor



THE FORMING OF A NATION

Dirk Hals